BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 14: The Cruise Industry**
Learning aim	B: Explore cruise areas, itineraries and experiences available to meet customer needs
Assignment title	Assignment 2 – Cruise Selection
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing in your apprentice role at a local cruise travel agency. Following the successful publication of your newspaper article, you have now moved to the sales department. Before you begin to sell to customers the sales Team Leader needs to ensure that you are familiar with cruise areas, itineraries and the experiences available to meet customer needs.
Task 1	The sales Team Leader has had two enquiries from customers (see attached booking enquiries) looking to book cruises with the agency. He asks you to review their enquiries and to select a suitable cruise itinerary for each set of customers. You will need to research available cruise packages for both sets of customers and find a suitable cruise to recommend to each customer. You must then present your proposals to the Team Leader. You must: ● Give full details of the two cruise packages and explain in detail how the recommended cruises meet each customer's needs, considering the following factors: o itinerary o products o on–board facilities o overall cruise experience

Pearson BTEC

	● Analyse the ways in which the selected cruises meet the needs of the customers, making reasoned evaluative judgements regarding the suitability, advantages, disadvantages and relative importance of the different factors in meeting customer needs. Give relevant examples to support accurate conclusions for each set of customers, including consideration of whether the customers' requirements could be exceeded.
Checklist of evidence required	Presentation materials e.g. PowerPoint slides, websites, cruise itineraries, ship details and accompanying notes. Observation record completed by the Assessor.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/B.P3	For two contrasting customer types, select an appropriate cruise itinerary to meet the needs of each customer.
14/B.P4	Explain how the suggested cruise itineraries meet the needs of the two different customer types.
14/B.M2	Select a cruise itinerary for two contrasting customer types, analysing the ways in which each itinerary meets the customer needs.
14/B.D2	Select a cruise itinerary for two contrasting customer types, evaluating the effectiveness of each itinerary in meeting the needs of each customer type.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2010) *BTEC Level 3 National Travel and Tourism Student Book 2,* Pearson, 978 1846907284 **Websites e.g.** https://www.royalcaribbean.co.uk Royal Caribbean Cruises https://www.silversea.com/ Silversea Cruises https://www.vikingrivercruises.co.uk/ Viking River Cruises https://www.carnival.com/ Carnival Cruises https://www.fredolsencruises.com Fred Olsen Cruises https://disneycruise.disney.go.com/ Disney Cruise Lines https://www.tui.co.uk/cruise/ Marella cruises https://travel.saga.co.uk/cruises.aspx SAGA cruises https://www.pocruises.com/ P and 0 cruises
Other assessment materials attached to this Assignment Brief	*Example booking enquiries*

Example booking enquiries

Note to Assessors: examples only – can be amended or replaced.

Cruise enquiry 1

We would like to book a cruise for my wife and I to celebrate our Golden Wedding anniversary next autumn. Our anniversary is on October 15, but we don't mind if the cruise doesn't coincide with this date. We'd like to be away for two to three weeks. We would like to go somewhere warm, but we're not worried where. My wife is a wheelchair user but can walk short distances and doesn't need any special assistance. Our budget is £9000. Our interests include history and finding out about different cultures. We really want this to be a special occasion. We are happy to take a flight-inclusive cruise or one from a local port.

Cruise enquiry 2

I am looking to book a summer cruise for my family. We would like to cruise for 7-10 nights during the school holidays. There will be my husband and myself travelling along with our two children aged 8 and 13. We are looking for a family-friendly cruise with plenty to do for the children. Our interests include sports and photography. Our budget is £7000. We are happy to take a flight-inclusive cruise or one from a local port.